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Kathryn Marie Krause
Senior Attorney

RECEIVED

OCT - 8 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

October 8, 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222, SC-1170
1919 M Street, N.W.
Washington, DC 20554

RE: Customer Approval For Internal Access, Use and
Disclosure of Customer Proprietary Network Information
("CPNI"), CC Docket No. 96-115; Implementation of the
Non-Accounting Safeguards of Sections 271 and 272 of
the Communications Act of 1934, as amended, CC Docket
No. 96-149; and Amendment of the Commission's Rules to
Establish Competitive Service Safeguards for Local
Exchange Carrier Provision of Commercial Mobile Radio
Services, WT Docket No. 96-162.

Dear Mr. Caton:

Pursuant to Commission rule 47 C.F.R. § 1.1206(b)(1) attached are an original and six copies of a written ex parte presentation which was submitted to Ms. Dorothy T. Attwood, Senior Attorney, Common Carrier Bureau, Policy and Program Planning Division on October 8, 1997. Please associate this presentation with the above-referenced proceedings.

Acknowledgment of this submission is requested. A copy of this letter and the ex parte presentation is provided for this purpose. Please date stamp this copy and return it to the messenger who has been instructed to wait for it.

Please call if you have any questions.

Sincerely,

Attachment

Kathryn Marie Krause

No. of Copies rec'd
List ASCE

025

CLIENT: U S WEST
JOB #: CMG96W01
DESC: Benefit #1, telemarketing script, residential
CW: Molly

DRAFT#5 **February 6, 1997** **11:33 AM** **Please return to PH by:**

Greeting: Good afternoon/evening. This is _____ calling on behalf of U S WEST and this is not a sales call. May I speak to Mr/Mrs. _____?
(If name is unavailable ask for "the person responsible for your phone service.")

Introduction: Hello, sir/ma'am. This is _____ calling on behalf of U S WEST® Communications and its family of companies.
(If new person on the line, reassure him/her you're not selling anything.)

How are you today/this evening?
(Respond appropriately.)

Thanks for taking my call. We're calling all of our customers to ask for their permission to continue to share information about their telephone account services within the expanding U S WEST® family of product areas. This will allow us to keep on working cooperatively with other U S WEST® product areas—like wireless, long distance and the Internet—to customize product packages to match your individual needs.

May we continue to use this information?

If "Yes": Thank you and thank you for your time. We're sure you'll appreciate the continued, quality service this will bring you.

If "No": Okay. We'd be happy to restrict your information. We just want to make sure you know that this limits our ability to tailor product packages to meet your needs.

Still "No": Thanks for your time. And have a good day/evening.

If "Yes": Thank you. We're sure you'll appreciate the continued, quality service this will bring you.

Customer Questions

Q1: Don't you already have my information?

USW: Yes, we do. We'd just like to share it within the U S WEST® family of product areas, and we need your permission to do this.

Q2: Why do you need my permission?

USW: We believe the Federal Communications Commission will soon require this. We're being proactive now, so we can continue to plan customized products and services for you.

Q3: What kind of information?

USW: It's just information we already have concerning your telephone account services, such as the type and amount of products you buy from us, and how often you use them.

Q4: Why do you want to share it?

USW: By sharing this information with other U S WEST® product areas, we can better match products and services with your needs. So, you'll get more targeted information on the offers that are really right for you.

Q5: Are you going to give my account information to other companies?

USW: Absolutely not. We respect your desire for privacy. This information will only be shared within the U S WEST® family of product areas. And as always, our customer records are kept in the strictest confidence.

Q6: Does this mean I'll get more telemarketing calls and junk mail?

USW: We understand your concern. Please be assured we won't change the way we interact with our customers as a result of this.

February 20, 1997

Dear Valued Customer,

Thank you for your continued business. *U S WEST® Communications* and its family of companies is working hard to streamline communications . . . simplify things . . . and ultimately save you time. And that's why we'd like to continue to share information about your telephone account services within the expanding *U S WEST* family of product areas. By sharing this information, we can continue to work cooperatively with other *U S WEST* product areas—like wireless, long distance and the Internet—to customize product packages to match your individual needs. So, you get more targeted information on the offers you really want, when you want.

To allow us to continue to use your telephone account services information within the *U S WEST* family of product areas, please complete and return the enclosed postage-paid reply card. And please be assured that your permission does not allow us to share or sell this information with any person or company outside *U S WEST*. We'll continue to hold this information with the same strict confidence we do today.

Also, your decision on this matter will not exclude you from directories or from normal marketing activities. For information on removing names from these lists, please contact your *U S WEST Communications* representative or refer to the Consumer Tips in your *U S WEST Direct® White Pages*.

To thank you in advance for your time, we've enclosed a free *U S WEST* Telecard worth \$1 in local or long distance calls. You can use your Telecard at specially marked *U S WEST®* pay phones with the bright yellow card slot. Just insert your Telecard and then follow the directions on the phone's screen.

Sincerely,



Nancy Sullivan
Executive Director of Customer Experience

If you should have any questions, please call us at 1-800-541-4400 Monday through Friday between 8 a.m. and 8 p.m. CST. We'd be happy to answer them.

February 20, 1997

Dear Valued Customer,

Thank you for your continued business. *U S WEST® Communications* and its family of companies is working hard to streamline communications . . . simplify things . . . and ultimately save you time. And that's why we'd like to continue to share information about your telephone account services within the expanding *U S WEST* family of product areas. By sharing this information, we can continue to work cooperatively with other *U S WEST* product areas—like wireless, long distance and the Internet—to customize product packages to match your individual needs. So, you get more targeted information on the offers you really want, when you want.

To allow us to continue to use your telephone account services information within the *U S WEST* family of product areas, please complete and return the enclosed postage-paid reply card. And please be assured that your permission does not allow us to share or sell this information with any person or company outside *U S WEST*. We'll continue to hold this information with the same strict confidence we do today.

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February 20, 1997

Dear Valued Customer,

Thank you for your continued business. *U S WEST® Communications* and its family of companies is working hard to streamline communications . . . simplify things . . . and ultimately save you time. And that's why we'd like to continue to share information about your business's telephone account services within the expanding *U S WEST* family of product areas. By sharing this information, we can continue to work cooperatively with other *U S WEST* product areas—like wireless, long distance and the Internet—to customize product packages to match your company's needs. So, you get more targeted information on the offers that can really help your business.

To allow us to continue to use your telephone account services information within the *U S WEST* family of product areas, please call 1-800-541-4400 Monday through Friday between 8 a.m. and 8 p.m. CST to speak with a representative. And please be assured that your permission does not allow us to share or sell this information with any person or company outside *U S WEST*. We'll continue to hold this information with the same strict confidence we do today.

Also, your decision on this matter will not exclude your company from directories or from normal marketing activities. For information on removing names from these lists, please contact your *U S WEST Communications* representative or refer to the Consumer Tips in your *U S WEST Direct®* White Pages.

Thank you in advance for your time. We're sure you'll appreciate the continued, quality service this helps us bring you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nancy Sullivan'.

Nancy Sullivan
Executive Director of Customer Experience

By answering "Yes," I agree that *U S WEST* and its family of companies may review, use and share with one another information about my business's telephone account services. This does not authorize *U S WEST®* or its family of companies to share information about my business's telephone account services with any unaffiliated person or company. My decisions regarding this matter do not exclude my company from directories or telephone solicitation lists.



February 20, 1997

Dear Valued Customer,

Thanks to the continued business of customers like you, *U S WEST Communications* and its family of companies is growing to meet new telecommunications challenges. In addition to the *U S WEST* services you've come to count on, we'll soon be able to serve even more of your telecommunications needs in areas like wireless, long distance and the Internet. As we grow, we want to ensure your business receives the most efficient service possible. That's why we'd like to continue to share information about your business's telephone account services within the *U S WEST* family of product areas. So, if you should call any *U S WEST* product providers in the future, we'll have immediate access to your information and can serve you faster.

To allow us to continue to use your telephone account services information within the *U S WEST* family of product areas, please complete and return the enclosed postage-paid reply card. And please be assured that your permission does not allow us to share or sell this information with any person or company outside *U S WEST*. We'll continue to hold this information with the same strict confidence we do today.

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Nancy Sullivan
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